Customers want real-time clarification and confirmation when they make important choices, purchases, or decisions. They want to speak with someone while browsing your website to answer a quick question before they commit. And at that point they do not want to call your 1-800 number and then have to start all over again. Your business, therefore, needs a way to offer crucial real-time help to customers while they are on your site.

**eGain ClickToCall** is a simple and powerful solution that can be quickly implemented on web pages to offer real-time voice assistance to your online customers. You can connect with them over traditional voice channels like a land line or a mobile phone or simply call over the computer. The call can be set up instantly or scheduled for a later time, based on the customer’s preference. And to handle click-to-call requests, just leverage your existing contact center agent pool.

**Reduce shopping cart abandonment**

Provide interactive voice assistance at the point of purchase. Offering ClickToCall assistance when the prospect is experiencing indecision or on the verge of abandonment of an online transaction can turn around the deal for you.

**Improve online conversion**

Help clients make significant decisions that could benefit from expert guidance in real-time, for example, during complex financial planning, while choosing health care options, or making insurance and large ticket purchases.

**Build your brand**

In the face of inevitable product commoditization and escalating pricing pressure, smart businesses are building brands on service differentiation. Forge an identity around excellent service. Clients who have received help from businesses with click to call support are delighted and spread the word among friends.
How it works

1. To enable click to call, the website administrator adds the click to call link or button on the web pages. The link or button point opens the click-to-call request form.

2. Customer on the web page has a question and clicks on the ClickToCall icon. A click-to-call form pops up.

3. Customer can ask for immediate callback or schedule it at a later time, say 30 minutes so she can be home by then to receive the call. She also provides her contact number to be called at.

4. Assuming it is an instant callback request, the customer’s phone (or computer, if the call request is to the customer PC) rings and the contact center is dialed at the same time. A conference call is established by the click to call system between the customer and the contact center agent who picks up the call.

5. Once the call is established, the customer can explain her request and receive an answer just like any other contact center phone request.